

Dr. R. B. Seligman

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J. E. Wickham ✓

New Brands

The brands listed below were introduced since April 1, 1970, and were included in The Federal Trade Commission Report dated August 16, 1972 (Market Survey #11).

<u>Brand</u>	<u>FTC Tar, mg/cigt.</u>
Adam 85	18.1
American Brand 80	19.2
American Brand 85	20.6
Camel Tails 100	20.2
Carlton Menthol 85	5.8
Eve 100	17.6
Eve Menthol 100	17.3
Kent Menthol 85	18.0
Kent Menthol 100	18.6
Lucky Ten 85	9.8
Lyme 85	14.7
Marlboro Lights 85	13.5
Maryland Menthol 100	19.7
Maverick 85	20.2
Pall Mall 80 Box	18.5
Pall Mall 85 (Filter)	20.2
Vantage 85	11.7
Vantage Menthol 85	11.5
Pall Mall 100 (Box)	18.2
Pall Mall Menthol 100 (Box)	17.7
Life	9.7
St. Moritz 100	22.1
St. Moritz Menthol 100	<u>20.2</u>
Overall Average	16.6

JEW:nwp

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